

In the Claims:

Amend claim 29 as follows:

1. (Original) An automatic blinder-type display assembly for automatically displaying and retracting an exhibition or a shielding through a vertical movement, the display assembly comprising:

a bi-directional motor having a rotating shaft with one end faceted;

a horizontal cylindrical hollow frame member fixedly accommodating the motor and being rotatable by rotation force of the motor;

a flexible flat exhibition sheet secured to a lower portion of the horizontal frame member and wound on the frame member or deployed from the frame member by the rotation of the motor;

an equilibrium weight secured to a lowermost portion of the exhibition sheet; and

a control unit for controlling the rotation of the motor,

wherein the horizontal cylindrical frame member is provided at one end with a fixing plate secured to horizontal frame member, the fixing plate having a faceted center hole through which the faceted end of the rotating shaft of the motor is fitted, so that the rotation of the rotating shaft causes the rotation of the horizontal frame member itself.

2. (Original) The display assembly as claimed in claim 1, further comprising frame means enclosing the display assembly in a flat rectangular shape such that the horizontal cylindrical frame member of the display assembly is secured to an upper portion of the frame means, and transparent display windows each disposed at front and back sides of the frame members to contain the display assembly in a sealed space formed between the display windows.
3. (Original) The display assembly as claimed in claim 1, further comprising frame means enclosing the display assembly in a flat rectangular shape, and an exhibition back plate disposed at a back side of the exhibition sheet, wherein a transparent display window is disposed in the frame means at the front side of the exhibition sheet.
4. (Original) The display assembly as claimed in claim 3, further comprising a frame shielding member for shielding a framework of the exhibition sheet between the exhibition sheet and the transparent display window.
5. (Original) The display assembly as claimed in claim 3 or 4, wherein a transparent display window is disposed between the exhibition back plate and the exhibition sheet.
6. (Original) The display assembly as claimed in any one of the claims 1 to 3, further comprising a lighting lamp, wherein the control unit is operated by an electrical frequency, and includes a central processing unit connected to a power

source, a motor and a receiver, and a remote controller for transferring a control signal of the power source, motor or lighting lamp to the receiver, and wherein the control signal of the remote controller is transferred to the central processing unit through the receiver, and the power source, the motor and the lighting lamp are operated by an operating control of the central processing unit.

7. (Original) The display assembly as claimed in claim 6, wherein the power source is any one of a battery and a power supply having a 12 DC volts.

8. (Original) The display assembly as claimed in any one of the claims 1 to 3, further comprising a lighting lamp, wherein the control unit is operated by a sound signal, and includes a central processing unit connected to a power source, a motor and a receiver, and wherein the control signal of the sound signal is transferred to the central processing unit through the receiver, and the power source, the motor or the lighting lamp are operated by an operating control of the central processing unit.

9. (Original) The display assembly as claimed in claim 8, wherein the power source is any one of a battery and a power supply having 12 DC volts.

10. (Original) The display assembly as claimed in claim 2 or 3, wherein a bearing is installed in a portion of the frame means, in which the cylindrical frame member is disposed, such that the cylindrical frame member is idly rotated.

11. (Original) The display assembly as claimed in any one of the claims 1 to 3,

wherein an end of the cylindrical frame member is formed at an outer periphery with a downward protruded portion for securing the fixing plate disposed directly adjacent to the motor and having the faceted center hole through which the faceted end of the rotating shaft of the motor is engagingly fitted, and the fixing plate has a groove formed at an outer periphery for engaging the downward protruded portion.

12. (Original) The display assembly as claimed in any one of the claims 1 to 3, wherein the cylindrical frame member is provided at the other end with a bearing so as to prevent wiring of the motor from being entangled.

13. (Original) The display assembly as claimed in any one of the claims 1 to 3, wherein the exhibition comprises a picture and an advertisement.

14. (Original) The display assembly as claimed in any one of the claims 1 to 3, wherein the exhibition sheet consists of a fiber, a fabric or a non-woven fabric.

15. (Original) The display assembly as claimed in any one of the claims 1 to 3, wherein the exhibition sheet is used to display the exhibition, shield light, protect privacy, or isolate heat by interrupting inflow or outflow of air.

16. (Withdrawn) An automatic blinder-type display assembly for automatically displaying and retracting an exhibition or a shielding through a vertical movement, the display assembly comprising:

a multiple display blinder having a bi-directional motor with at least one driving pulley coupled in series to a rotating shaft;

frame means enclosing the multiple display blinder in a flat rectangular shape;

transparent display windows each disposed at front and back sides of the frame means; and

a control unit for controlling rotation of the motor,

wherein the multiple display blinder includes a horizontal frame member with a motor accommodated, a plurality of display plates each connected pivotably and movably up and down to the frame member, a guide for guiding vertical movement of a plurality of display plates, with one end secured to the frame member and the other end secured to the frame means opposite to the frame member through the plurality of display plates, and a guide wire for guiding pivotal movement of the plurality of display plates, with one end secured to the driving pulley of the motor and the other end secured to edges of the display plates.

17. (Withdrawn) The display assembly as claimed in claim 16, wherein the control unit is operated by an electrical frequency, and includes a central processing unit connected to a power source, a motor and a receiver, and a remote controller for transferring a control signal of the power source and motor to the receiver, and wherein the control signal of the remote controller is transferred to the central processing unit through the receiver, and the power source and the motor are operated by an operating control of the central processing unit.

18. (Withdrawn) The display assembly as claimed in claim 16, wherein the control unit is operated by a sound signal, and includes a central processing unit connected to a power source, a motor and a receiver, and wherein the control signal of the sound signal is transferred to the central processing unit through the receiver, and the power source and the motor are operated by an operating control of the central processing unit.

19. (Withdrawn) The display assembly as claimed in claims 17 or 18, wherein the power source is any one of a battery and a power supply having 12 DC volts.

20. (Withdrawn) The display assembly as claimed in claim 16, wherein the exhibition comprises a picture and an advertisement.

21. (Withdrawn) The display assembly as claimed in claim 16, wherein the exhibition sheet is used to display the exhibition, shield light, protect privacy, or isolate heat by interrupting inflow or outflow of air.

22. (Withdrawn) An automatic blinder-type display assembly for automatically displaying and retracting an exhibition or a shielding through a vertical movement, the display assembly comprising:

a foldable display blinder having a bi-directional motor with at least one driving pulley coupled in series to a rotating shaft;

frame means enclosing the foldable display blinder in a flat rectangular shape;

transparent display windows each disposed at front and back sides of the frame means; and

a control unit for controlling rotation of the motor,

wherein the folder blinder includes a horizontal frame member with the motor accommodated, a foldable corrugated exhibition sheet with an upper end coupled to a lower portion of the frame member, an equilibrium weight secured to the lowermost end of the exhibition sheet, and a guide wire with one end secured to the driving pulley of the motor and the other end secured to the equilibrium weight.

23. (Withdrawn) The display assembly as claimed in claim 22, wherein the control unit is operated by an electrical frequency, and includes a central processing unit connected to a power source, a motor and a receiver, and a remote controller for transferring a control signal of the power source and motor to the receiver, and wherein the control signal of the remote controller is transferred to the central processing unit through the receiver, and the power source and the motor are operated by an operating control of the central processing unit.

24. (Withdrawn) The display assembly as claimed in claim 22, wherein the control unit is operated by a sound signal, and includes a central processing unit connected to a power source, a motor and a receiver, and wherein the control signal of the sound signal is transferred to the central processing unit through the

receiver, and the power source and the motor are operated by an operating control of the central processing unit.

25. (Withdrawn) The display assembly as claimed in claims 23 or 24, wherein the power source is any one of a battery and a power supply having 12 DC volts.

26. (Withdrawn) The display assembly as claimed in claim 22, wherein the exhibition comprises a picture and an advertisement.

27. (Withdrawn) The display assembly as claimed in claim 22, wherein the exhibition sheet consists of a fiber, a fabric or a non-woven fabric.

28. (Withdrawn) The display assembly as claimed in claim 22, wherein the exhibition sheet is used to display the exhibition, shield light, protect privacy, or isolate heat by interrupting inflow or outflow of air.

29. (Currently amended) The display assembly as claimed in ~~any one of claims~~ claim 2, 16 and 22, wherein the transparent display windows are a pair of glass or double glass having two glasses and a sealed storage space formed therebetween.